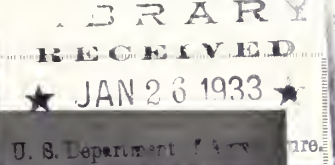


Historic, Archive Document

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1932



The Goldfish Pool

*"The most interesting Spot
in the Garden"*

Spring
Catalogue

The Lakeview Ponds
Mt. Airy,
Cin., O.

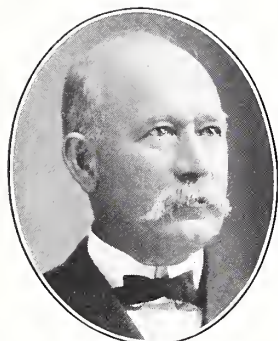


© R. C. DOLLE

WHOLESALE GROWERS OF AQUATIC PLANTS AND GOLDFISH

A FEW WORDS ABOUT
THE LAKEVIEW PONDS
 "America's Oldest Fancy Goldfish Farm"

Below—Our new building just completed, housing general office, shipping room, and a new greenhouse. A complete new unit 80' x 30', two stories high. Also a view of two of "The Lakeview Ponds."



J. A. BRIGEL
 Founder and Owner
 1892 - 1923



R. C. DOLLE
 Present Owner



WITH this new Wholesale Catalogue we celebrate our Fortieth year. Our business was founded in 1892 by Joseph A. Brigel, who actively conducted it until his death in 1923. Much of the present practice used in Commercial Goldfish raising was first used at Lakeview by Mr. Brigel, who was a pioneer producer of Fancy Goldfish grown in outside ponds.

Since the death of Mr. Brigel in 1923, the business has been continued by R. C. Dolle, his grandson, who had grown up at Lakeview and shared much of his interest in this work.

As a result of this long period of business we have developed several of the best strains of commercial goldfish in the country; we have built up a reputation for Quality, together with honest and careful service. Many of our present customers have handled our fish and plants for from 20 to 30 years!

We own and operate a farm of eighty acres within the city limits and only eight miles from the heart of Cincinnati. We enjoy the best possible situation as regards shipping, since we have fast service to all points from Cincinnati. Shipments always leave our farm

in our own truck in the evening and usually go out by express or by mail the same night.

We also operate a farm in Northern Florida for direct shipment of Water Hyacinths in April, May and June, and for large shipments of certain other aquatic plants listed herein. All

smaller plant orders, and all orders for Goldfish and Supplies are shipped from Cincinnati.

With the completion of our new building at Mt. Airy, in 1931, we now have the most modern facilities of any wholesaler in our line. We have grown and shipped several millions of fancy Goldfish and several millions of Aquatic Plants during our many years of business, and we are now equipped to serve you better than ever before.

We solicit your business on the merit of our goods and our service. If things do at times go wrong, we want to hear all details and we will do our best to correct any mistake made by us. Our liberal guarantees on all Plants and Goldfish (printed on both sides of rear cover) prove that we do mean this. Try us and let us prove that you can make money by dealing with "America's Oldest Fancy Goldfish Farm."

SPECIALTIES:
JAPANESE GOLDFISH
WATER HYACINTHS
AQUATIC PLANTS

"USE WATER HYACINTHS
FOR SPAWNING AND
IN OUTDOOR POOLS"

THE LAKEVIEW PONDS

ROBERT C. DOLLE, *Proprietor*

WHOLESALE GROWERS OF AQUATIC PLANTS AND GOLDFISH

Largest Wholesalers of Ornamental Aquatic Plants in the United States

Water Hyacinths direct from
our shipping point in Northern
Florida in April and May

ESTABLISHED IN 1892

Address all communications to
Mt. Airy, Cincinnati, Ohio

MT. AIRY, CINCINNATI, OHIO

March 15, 1932.

TO THE TRADE:-

Gentlemen:

This catalogue is published for dealers only. For Forty Years we have been doing business with firms in our trade, big and small, and we now ship to nearly every state in the Union. We have become a leader in supplying your wants, because we know what you can sell, because WE ALWAYS HAVE BEEN WHOLESALERS, and because we know you need a decent spread between cost and retail price to make a profit. We therefore grow salable plants and fish with an eye to best quality and best wholesale prices. (We quote NET PRICES throughout.)

Our trade is a luxury trade, but it is a hobby trade as well. Due to the great interest in living things manifested even during this depression, we found a remarkably good demand for our products last Spring and expect a very good trade this year.

Spring is the big season for Outdoor Pools, and the Goldfish pool is no longer an expensive luxury. The Mechanic who makes his own pool with a few dollars' worth of materials and buys a few dollars' worth of Goldfish, Plants and Snails, gets as much fun out of it as his Company President gets from his Five Thousand Dollar Formal Garden with the \$100.00 collection of Water Lilies and Fancy Goldfish in his lovely tiled pool. (And these small homemade "Water Gardens" are a yearly source of profitable business if you'll start in now and get the trade).

We present herein a wonderful assortment of useful, interesting, beautiful, and inexpensive Hardy Aquatics, and Goldfish which you can CARRY IN STOCK in limited quantities - and which YOU CAN SELL AT A PROFIT.

Believing that you will find much useful information in our suggestions concerning the care of Aquatics, Goldfish and Pools, we suggest that you read the last few pages of this booklet very carefully so you can answer the questions your customers very frequently ask you, and so you will be able to keep our live products in good condition until sold.

There are no "Sleepers" in this catalogue. Every item is priced for 1932. Every item represents splendid value, and you can consider us one of your best sources of supply. We are equipped for prompt shipment both from Florida and Cincinnati, and we want to please you!

With very best wishes we are,

Very truly yours,

THE LAKEVIEW PONDS.





SOME OF OUR OUTSIDE
STORAGE BASKETS
FOR GOLDFISH

The plants in these wire baskets are Water Hyacinths which we use to shade the fish. Their roots are preferred by Goldfish for spawning and also furnish them a necessary vegetable food.

Hardy Goldfish for Aquariums..

ALL our Goldfish are grown out of doors in natural clay bottom ponds. They are healthy, for they have to be to withstand cold winters under ice. The fish listed here are one, two or three years old and have spent their entire lives outdoors, so they are in no way to be classed with the delicate "hothouse" varieties. You can select any of the grades we list with complete assurance that they are strong and healthy fish, in the best condition for shipment.

Goldfish should be in every body of fresh water if only to keep down the insect pests and to destroy the mosquitos, for in this respect nothing is superior to Goldfish. Many of these fish are very inexpensive.

Apart from this great service to us, the beauty of these larger type fish is remarkable and no pool is complete without them.

COMMON GOLDFISH

All Colors—including Black and Gold

Better color assortments and better shaped fish than the usual run of Common Goldfish because bred from Comet stock only.

2 Inches (See Note).....	\$ 2.50
2½ to 3 Inches.....	3.50
3 to 3½ ".....	5.00
3½ to 4 ".....	6.50
4 to 5 ".....	8.00
5 to 6 ".....	14.00
6 to 7 ".....	25.00
7 to 8 ".....	50.00

COMETS

All Colors—including Black and Gold

Long slender bodies and long tails. Variety of colors and real Quality Stock.

2½ to 3 Inches.....	\$ 4.50
3½ to 4 ".....	7.00
4½ to 5 ".....	12.00
6 ".....	25.00
6 to 7 ".....	35.00
7 to 8 ".....	60.00

JAPANESE NYMPHS

(Choice Specimens Only)

Same color and form as Japanese Fantails, but with single or ribbon tail.

3 to 4 Inches.....	\$20.00
4 to 5 ".....	30.00

SHUBUNKINS

These are the attractive mottled or "Calico" fish with single tail. Colors are red, white, blue, lavender, orange, purple, black, at times all on same fish. Every fish differently marked. Very active, sturdy and much sought after for pools and aquariums.

2 to 2½ Inches.....	\$ 6.00
2½ to 3½ ".....	7.00
3½ to 4 ".....	12.00
4 to 5 ".....	18.00
5 to 6 ".....	35.00 and 50.00



YOUNG CHINESE MOOR

The Chinese Moors or "Black Telescopes" are the only members of the Goldfish family to develop the true "black velvet" color.

CHINESE MOORS

These include only Black Telescopes nearly all Fantails, but a few single-tails also. Extra choice quality.

2½ Inches.....	\$15.00
2½ to 3 Inches.....	18.50
3 to 3½ ".....	25.00
3½ to 4 ".....	35.00 and 50.00

RED AND CALICO TELESCOPES, MOORS, and CALICO FANTAILS

(Mixed Only)

Nearly all Telescopes are Fantails, and all Calico Fantails are selected colors.

This is a choice grouping of fast-selling Goldfish. Telescopes are assorted colors and varieties, including Moors, Calicos, Reds and Red and Blacks; mostly Fantails, but a few of the Nymph type Single Tails are also included. The Calico Fantails are all choice fish of selected Calico Colors. Every fish differently marked—red, white, blue, lavender, orange, black, at times all on same fish.

2½ to 3 Inches.....	\$18.50
3 to 4 Inches.....	35.00

.. and Outdoor Pools

YOUR customers will buy **FANCY GOLDFISH** if you keep some of these attractive pets in stock. When you buy from us you can be sure of getting the best. Goldfish bred from the best stock, properly grown and properly graded and conditioned, when shipped by a responsible firm will give maximum value for your money. **PRICES ON ALL FISH QUOTED IN DOLLARS PER HUNDRED. SMALLER QUANTITIES AT SAME RATE** (except where otherwise stated).

TERMS: NET CASH and best values we have ever been able to offer! No Discounts.

JAPANESE FANTAILS

Fine quality, good bodies, tails and fins. Colors are red, gold, pearl or albino, black and red, pearl and red. As fine as they grow.

1½ to 2	Inches (see note below) . . .	\$ 7.00
2 to 2½	"	10.00
2½ to 3½	"	14.00
3½ to 4	"	25.00
4 to 5	"	50.00

MATED PAIRS

For Breeding

(For Shipment March and April Only)

Here is a limited offering of mated pairs, male and female, in the following species, all choice adult fish, specially selected for breeding, and which can be sold at a nice profit.

(NOTE: We do not guarantee the sex of these fish, but insofar as humanly possible we select mates. In case of error we will not be responsible for loss, since male and female fish are of equal value and we cannot be responsible for results. Two or more pairs should be bred together to insure best results. The sex of young Goldfish is very difficult to determine. In adult fish at breeding season it is readily detected. The male has small granules—like small grains of sugar—on the gill plates and at times down the front rays of the two forward or pectoral fins. The gill plates of the female are always smooth.)

Japanese Fantails

Per Pair

Small Adults, 4"	\$.75
Medium Adults, 5"	1.50
Large Adults, 5" to 6"	3.00

Chinese Moors, Calico Fantails or

Calico Telescopes

Per Pair

Small Adults, 3½" to 4"	\$1.25
Medium Adults, 4" to 5"	\$3.00

Lion Heads

(Select Young Fantails From Very Fine Japanese Stock)

Per Pair

Small Adults, 2½" to 3"	\$2.50
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Shubunkins (Good Color)

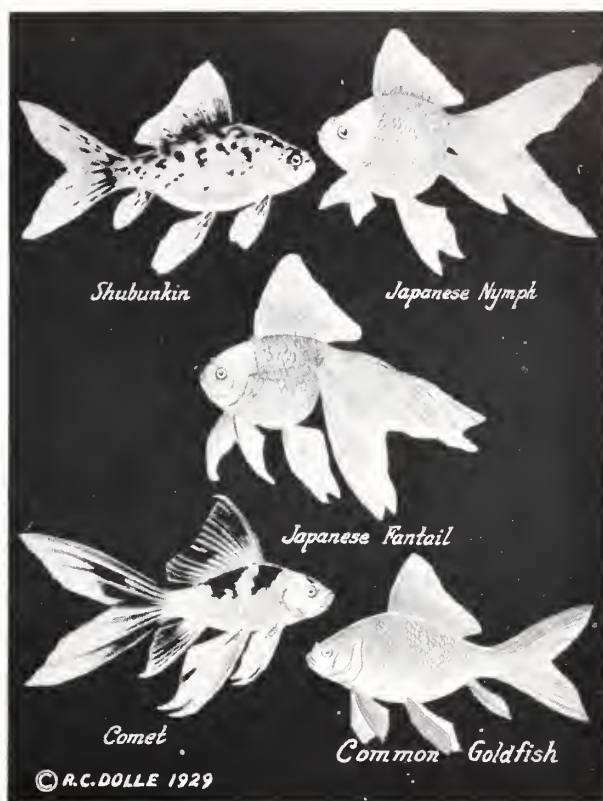
Per Pair

Medium Adults, 5" to 6"	\$1.00
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Comets and Plain Goldfish

Per Pair

Large Adults, 8"	\$1.50
Extra Large, 10" to 14"	5.00



A FEW TYPES OF LAKEVIEW GOLDFISH

SPECIAL ASSORTMENTS

All Fancy Goldfish

We get many requests for Mixed Lots of Fish at the same price and have prepared the following Special Assortments with much care. If we were asked, "What is the best value for our money this year?" we would unhesitatingly reply, "Buy ASSORTMENT No. 1 and retail most of them at 25c, some at 35c, and fear nobody's competition!!"

Until further notice we are mixing Assortments in the following proportions. Best value on the market!! All fish grown by us.

45% Japanese Fantails, 30% Black Telescopes, 15% Shubunkins and Calico Fantails, 10% choice large Singletails, good value.

ORDER BY NUMBER

Assortment

No. 1—Size 2½ to 5 Inches	\$12.00
No. 2—Size 2½ to 6 "	15.00
No. 3—Size 3 to 6 "	18.00
No. 4—Size 3½ to 6½ "	22.00

NOTE—Sizes are the overall length of fish from nose to tip of tail. Mixed colors are given with each grade unless otherwise stated or specially requested. Where all fish are wanted in two colors such as red and white or red and black, cost is 40% greater than for standard grades listed. Prices on extra large fish on request.



"ATTRACTION"
A Giant Hardy Water Lily

WHITE

ODORATA—A native American Water Lily. It is a vigorous, prolific grower and has especial merit in outdoor ponds. Being the most inexpensive of lilies, it is a good variety to experiment with or to plant where quantity is needed for effect. Flowers are pure white and quite attractive.

6 for \$1.00. No less sold. \$1.50 for 10. Retail 35c to 50c each.

ODORATA MINOR—The dwarf native white water lily, similar to Odorata, but small. Very dainty and suitable for tubs and small ponds.

5 for \$1.00. No less sold. \$2.00 for 10. Retail 50c to 75c each.

GLADSTONE—This is the finest pure white lily. It bears an abundance of dazzling white flowers, 6" to 8" in size, having broad petals and yellow stamens. It is a very strong grower.

\$1.10 each, \$10.00 for 10. Retail \$2.00 each.

YELLOW

MEXICANA—This is a very hardy lily in our latitude. It will survive periods of drought and even actual freezing of the pond bottom will not exterminate this variety, though it will seriously retard its growth for a season. Propagation is by long runners, and the plants are of vigorous habits. Flowers are a beautiful light yellow, size about 3" to 4". Leaves are dark green, with dark red blotched under surface.

3 for \$1.00. No less sold. \$3.00 for 10. Retail 75c to \$1.00 each.

CHROMATELLA—This is considered the finest hardy yellow water lily that is grown. Canary yellow petals, deep yellow stamens and beautiful mottled green and brown leaves. A prolific bloomer until frost.

80c each. \$7.50 for 10. Retail \$1.50 to \$2.00 each.

PINK

TUBEROSA ROSEA—A very desirable and vigorous lily, with flowers of exquisite light flesh pink, borne a few inches above the water. Size of flower 4" to 5" across.

2 for \$1.00. No less sold. \$4.00 for 10. Retail \$1.00 to \$1.50 each.

HELEN FOWLER—A freely flowering deep pink lily, bearing flowers on a stiff stem above water. It is the best hardy pink lily for cut flowers and is suited to a small pool or tub, as leaves are not large.

80c each. \$7.50 for 10. Retail \$1.50 each.

ROSE AREY—A beautiful deep cerise pink, large flowers with pointed petals. One of the choicest pink Hardies grown. Flowers up to 8" across at times.

\$1.25 each. \$10.00 for 10. Retail \$2.50 each.

NOTE—We can supply dealers with other fancy water lilies listed in Standard Retail Catalogues at 20% off retail prices. Such special orders will take at least 10 days to fill. The varieties listed herein are ready to ship and offer good profits.

Hardy Water Lilies

(Genus *Nymphaea*)

ADD GRACE AND CHARM TO EVERY PLACID WATER SURFACE

ONE or more specimens of the Hardy Water Lilies should be in every pool. Fish and plants belong together and each profits by the other's presence. Lily leaves shade the Goldfish on hot Summer days, and the fish in turn reciprocate by eating up the bugs as rain (or your hose) washes them from the surface of the leaves. Water Lilies will adjust themselves to small changes in water level. If their general requirements of rich soil, shallow water and sunny location are met, very little attention will be necessary thereafter. (See detailed instructions for care and planting of lilies, pages 11 and 12.) *The varieties we list here are quite hardy and well adapted for pools or ponds.* They begin to flower very early in the season. In our vicinity blooms begin to appear in April and continue steadily until October. All lilies properly tagged when shipped. Five of a Kind at Ten Rate. No extra charge for packing.

APRICOT (and Changeable Colors)

AURORA—A changeable color, as its name implies. It varies from amber yellow to red orange and then deep red the third day. It is semi-dwarf in habit and suited for confined pools or tub gardens.

\$1.00 each. \$9.00 for 10. Retail \$1.75 each.

PAUL HARIOT—A very choice lily suited to small spaces bearing an abundance of flowers. The first day they are a light yellow, then change to rose pink and then to a deep copper red. Flowers of different ages present a different appearance. This lily does well nearly anywhere.

\$1.75 each. \$15.00 for 10. Retail \$3.00 each.

COMMANCHE—A comparatively new variety of the changeable hue, varying from apricot to a deep copper bronze, with glowing red tints as the flower matures. The stamens are orange colored, and leaves olive green. Vigorous, free flowering and with the unusual habit among hardy lilies of holding its flowers above water.

\$2.00 each. \$17.50 for 10. Retail \$3.00 to \$4.00 each.

RED

JAMES BRYDON—This is one of the best of the earlier American varieties and still unsurpassed. Flowers are large, cup shaped, full petaled and of brilliant rosy crimson color. Leaves are very ornamental and the plant is vigorous and free flowering.

\$2.00 each. \$17.50 for 10. Retail \$3.00 each.

ATTRACTION—This recent French hybrid is one of the largest hardy water lilies in cultivation and a remarkable bloomer. The petals are garnet red, shading to mahogany as the flower ages. The sepals are white, the stamens yellow. Size of blossom, 8" in diameter.

\$3.00 each. \$25.00 for 10. Retail \$5.00 each.

COLLECTION No. L-3

One each of the 13 Hardy Water Lilies listed on this page and one extra Odorata for good luck, each plant tagged. Cost if ordered singly is \$15.10.

SPECIAL GROUP PRICE, 14 Hardy Lilies for \$13.50.

COLLECTION No. L-4

Same as above, but Paul Hariot, Commanche, James Brydon and Attraction left out. Each plant tagged.

SPECIAL GROUP PRICE, 10 Choice Lilies, \$5.75.



The pool is always the center of interest in a Formal Garden.
This is a particularly fine example.

The Sacred Lotus

WE have all heard of the Sacred Lotus of the ancient Egyptians. Today this plant is available exactly as it grew four thousand years ago. To those who have not seen this fascinating plant, our description of its handsome shieldlike leaves, its gorgeous flowers, its large and interesting seed pod, will be the more interesting when told that the lotus is a vigorous grower as soon as it becomes established. The plants are hardy and grow under the same conditions as the hardy water lilies. They are admirably suited for planting in a sunken tub or half-barrel filled up to four inches of the top with rich soil. It will only be necessary to keep adding water as it evaporates. The leaves and flowers are borne on long stems high above water so that they will form a beautiful center or corner decoration for a pool. In planting the lotus, care should be taken not to break the growing point from tubers, therefore press into the soil gently, cover with a small flat stone and restrict them to a given area if planted in an open pond so as to prevent choking out other plants. Lotus is supplied as a tuber until May 15th only. Start them in warm, shallow water in a sunny location. (3 inches water only to start.)



NELUMBium OR LOTUS

EGYPTIAN LOTUS (Nelumbium Speciosum)

The true lotus of the ancient Egyptians. It has immense fragrant pink flowers and is hardy. (Sold only in April and May.)

Tubers, \$1.00 each; Retail, \$2.00 each

AMERICAN LOTUS (Nelumbium Lutea)

This is a superb variety with large yellow flowers attaining a size of 8 to 10 inches in diameter. It is sometimes known as "Water Chinquapin" in some of our Western and Southern States where it is native. (Sold only in April and May.)

Tubers, \$1.10 each; Retail, \$2.00 each

Tropical Water Lilies

There is no hardy blue water lily, but there are many blue tropicals. These are the so-called "tender" lilies of vivid color. Being natives of the tropics, they cannot survive frost and Winters in our climate, but bloom wonderfully during the Summer. They are supplied AFTER JUNE 1ST as potted plants and are best treated as annuals to be replaced yearly. They bear their flowers on stout stems well above water and are very free flowering.



A perfect example of an Informal Pool. Estate of Dr. H. P. Fisher, Philadelphia.

Could you imagine a more lovely garden scene than this? Yes—it is a concrete pool constructed in a natural hollow. The use of rocks and well-chosen shrubbery for planting around the pool completes the natural effect. Notice the Water Lilies, Cattails and Water Hyacinths in the pool.

BLUE

BLUE BEAUTY (or Pennsylvania.)—This is perhaps the largest selling blue Tropical Water Lily grown. Color, deep blue, blooming during the day—flowers up to 12 inches diameter and many of them. —Yellow stemms and leaves slightly speckled with brown.

\$1.50 each. Retail \$2.50 to \$3.00 each.

DAUBEN.—A small light blue day bloomer producing young plants from its leaves. (This method of reproduction is called "Viviparous.") Small enough for tubs or even aquarium use.

2 for \$1.25. (No less sold.) \$6.00 for 10. Retail \$1.25 to \$1.50 each.

AUGUST KOCH.—A vigorous lavender day bloomer. A viviparous lily producing a profusion of flowers 7 to 8 inches across, which remain open four to six days.

\$1.50 each. Retail \$2.50 to \$3.00 each.

WHITE

MRS. GEO. H. PRING.—One of the most popular White Tropical day bloomers. Flowers 8 to 10 inches across under favorable conditions, but can be used in small pools, too.

\$1.25 each. Retail \$2.50 each.

PINK

MRS. C. W. WARD.—A very lovely rose pink day bloomer. Vigorous and a prolific bloomer.

\$1.25 each. Retail \$2.50 each.

NOTE: LOTUS not shipped after May. TROPICAL LILIES not shipped before June 1.

—NOW YOU CAN SELL THE FINEST SPAWNING PLANT FOR GOLDFISH!

LARGEST SELLING AND MOST USEFUL AQUATIC PLANT

Should be used in every outdoor Pool
Retails from 10c each to 3 for 50c!



Here is one of our Patented Metal Shipping and Display Pans with 80 Regular Grade Water Hyacinths packed in it. Over 1,500 of these pans will display our plants this Spring. You should have one of them.



ONE OF OUR LARGE PONDS OF AQUATIC PLANTS (in Bloom)
The two men are cultivating an area of Water Hyacinths. Hardy water lilies in the foreground.



This cut shows the beautiful orchid-like flower, the feathery, luxuriant roots so excellent for receiving goldfish spawn, and also a small plant developing from a runner.



All fish feel at home when a Water Hyacinth (Nature's cradle for millions of fish) is placed in the aquarium. The plant needs sunlight, warmth and a bit of soil to grow, and the fish will have a real treat in nibbling the tender roots. Growing Hyacinths freshen the water by absorbing Carbon Dioxide and restoring Oxygen to it. They also provide shade for the fish. Water Hyacinths must be allowed to float freely at all times, and will then force their root tips into any available soil for nourishment and anchorage.

WATER HYACINTHS grow rapidly in warm water with plenty of sunshine, where their roots can trail in rich soil for nourishment. Being rapid growers and inexpensive plants, they are admirably suited to the needs of Aquarists and for all kinds of "Water Gardens."

Water Hyacinths are native to Tropical Countries and hence die during the winter (except where protected in Greenhouses and most favored positions) but, because they give more than full value for the low price at which you can profitably sell them, your customers will come back for more each Spring. Hence you can make Water Hyacinths your entering wedge for many other profitable sales for Goldfish pools each year.

★ SPECIAL COMBINATION OFFER ★

One Metal Display Pan and 155 Water Hyacinths to be sent in one or two lots, as specified.

THE BEST START FOR ANY STORE WITHOUT ONE OF OUR DISPLAY PANS

- 1 Shipping and Display Pan (which you can keep)—Made of heavy gauge galvanized sheet metal, reinforced top and bottom and fitted with two strong handles. Size 20" x 24" x 8" deep—good for a dozen other uses in any Retail Store.
Single pan (as shown above, top left).....Value \$2.50
- 80 Regular Grade Water Hyacinths (packed in the pan)Value 3.00
- 75 Regular Grade Water Hyacinths (to be shipped ten days later, or as specified).....Value 2.75

★ All this for Only \$6.75 ★ Value \$8.25

★ (If Extra Choice plants are preferred in this offer, we will ship 60 plants in the pan and 60 plants later.)

STANDARD SIZE CASES

Special Prices Effective April 1 to October 15

April 1 to June 15 shipments by Fast Express from Our Farm in Northern Florida.

All choice young plants, fresh, clean roots and leaves, very carefully packed as follows (free circulars for customers packed with every box):

PER BOX

50 Regular Grade Water Hyacinths.....	\$1.90
75 Regular Grade Water Hyacinths.....	2.75
100 Regular Grade Water Hyacinths.....	3.50
100 Spawning Grade Water Hyacinths (no less sold)..	2.80
(Good Plants selected for spawning, with good roots, but leaves not quite as choice as Regular Grade. Fine value.)	
50 Extra Choice Plants.....	2.50
(Larger Size; Larger Leaves; Larger Roots; Extra Select)	
90 Extra Choice Plants.....	4.50
(Larger Size; Larger Leaves; Larger Roots; Extra Select)	

TERMS ON WATER HYACINTHS:

Net cash with order. No shipments sent C.O.D. All plants shipped Express Collect from our shipping points, Northern Florida, April 1 to June 15; Cincinnati, June 15 to October 15. Special Discount of 10% on orders for 500 plants or more, paid in advance, but plants to be shipped as wanted. Prices quoted above effective during Hyacinth Season only, April 1 to October 15.

No discount on other items in this catalogue.

The selling price of plants in our combination offer at 10c each is \$15.50, and the Display Pan costs only \$1.00 in addition to the regular price of plants. It will last for years and save you many times its cost in culling down the spoilage of plants in your store. Can be used for other displays, too.



This is a Counter Display made in a busy store in May. Most stores have only one pan on the counter. Nearly all plants are without blossom when shipped, but some buds are included in each lot as soon as plants begin to bloom. Pet Stores, Seed Houses and Florists have an advantage in keeping plants fresh if they will put the pan outside during nice weather, or where it will get sun and air.



This cut shows three of our metal pans nested together for shipment to a large store. Most stores need only one pan, which carries 80 regular grade plants and is covered with a lid. Though Hyacinths will grow like weeds at times, they must be shipped carefully to arrive in good condition. We have spent many years and thousands of dollars to perfect our shipping equipment.

GUARANTEE

We GUARANTEE to ship you best quality plants and to have them arrive in good condition. If you are not satisfied with any of our Aquatic Plants or Water Lilies, return them Express Collect to Mt. Airy, Cincinnati, Ohio, same day as received, and we will return your money in full, including any express charges paid by you. Should the damage have been caused by improper handling by the Express Company, hold shipment, get signed "Received in Bad Order" slip from the expressman and advise us full details at once. We try to ship all plants true to name. In case of error we will adjust our mistake, but we will not be responsible for more than the amount paid us for item proven untrue, nor can we guarantee growth of plants after they are received by customers, since we no longer have control of such conditions as light, soil, water and general care.

THE LAKEVIEW PONDS
(R. C. Oelle)

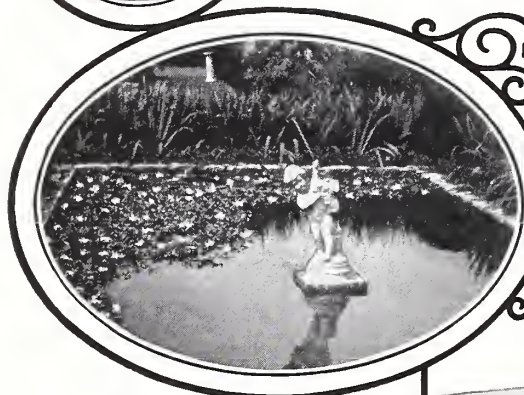
WARNING — Do not be deceived by any offerings of Water Hyacinths at cheaper prices than the above. THERE IS NO PROFIT IN INFERIOR PLANTS AT ANY PRICE! WE SHIP THE CHOICEST WATER HYACINTHS ON THE MARKET, at the most reasonable prices, considering their fine quality. That's why we believe we ship more of them each Spring than all the other shippers put together! Complete instructions for care in stores and in pools furnished with every box of plants we ship.

NOTE:—Should any WATER HYACINTHS develop yellow leaves from standing too long in poor light indoors, you can break them off to restore fresh appearance of plant. If the last few plants are wilted, you can sell at half price to clean up, and you can assure purchaser they will revive and reproduce healthy plants if planted outside, as per circulars. Plants should have the leaves sprinkled at times, as they like moisture above water, too.

WATER HYACINTH

*"A Tropical Plant with Flowers of
Rarest Orchid Texture"*

THREE WAYS OF GROWING IN SPRING

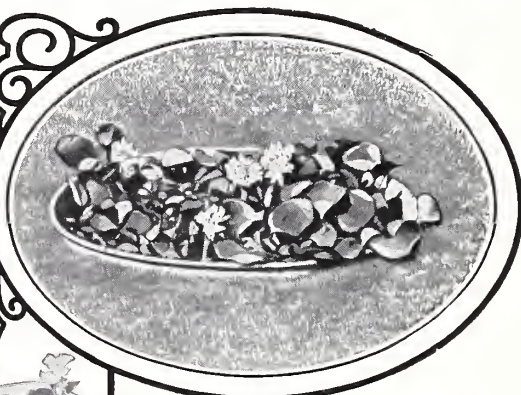
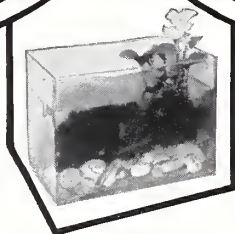


PART OF A LARGE GOLDFISH
AND LILY POOL

Showing WATER HYACINTHS in bloom. Ten plants covered half the pool by Fall. (Six plants are enough for smaller pools.)

CENTER:

A house Aquarium with one WATER HYACINTH. This plant was introduced in Spring and the Aquarium placed to get morning sunshine at an open window. Two new plants and a blossom were produced.



A COMMON GALVANIZED WASH
TUB SUNK IN THE GROUND
WITH THREE INCHES OF
SOIL IN THE BOTTOM

This tub was placed where it had plenty of sunshine and was kept full of water. Three plants completely filled it in July and produced many blossoms. A few Goldfish may also be placed in such a tub.

The WATER HYACINTH is not only the cheapest of the attractive aquatic plants, but is also the most luxuriant of all floating plants and among the most beautiful and useful of all plants adapted to the garden pool. In its natural habitat it multiplies so rapidly that at times they completely cover the water surface of small creeks and lakes. When in bloom they present a magnificent sight.

The roots of the Water Hyacinth are most preferred by Goldfish for spawning and indeed by many other fresh water fish inhabiting rivers and lakes. They also afford SHADE AND SECURITY for all fish in pools and serve to propagate certain insects which serve as food for small fresh water fish. AQUATIC PLANTS ARE NECESSARY IN EVERY POOL OR AQUARIUM WHERE FISH ARE KEPT.

When placed in an OUTSIDE POOL or tub, the growth and beauty of these plants is remarkable. The usual practice in concrete pools is to introduce some earth confined to a shallow portion of the pool by submerged rocks or a box so that the water will cover it from four to six inches. Plants are allowed to float over this soil area until the roots take hold, after which no attention is needed. SIX PLANTS IN ANY SUITABLE POOL WILL PRODUCE OVER ONE HUNDRED PLANTS BY MID-SUMMER which will grow, bloom and multiply unaided and unattended.

For INSIDE AQUARIUMS or BOWLS it is best to have a handful of earth in the bottom and place where the plant will get sunlight part of the day. Allow the plants to float with the roots hanging free. Wipe off the leaves occasionally with a wet rag.

NOTE:—Outside plants must be protected during late Spring frosts. Place in pools when water temperature is around 60° or more. If frost threatens, cover with burlap or any light covering.

© 1928, R. C. Dolle.

Form W. H. 12

The above is an exact copy of our FREE CIRCULARS which we pack with every box of plants. See that each customer gets one, so the plants will give maximum satisfaction. Nearly all of our Water Hyacinths are retailed at 10c each, \$1.20 per dozen, but many stores sell at 2 for 25c. For Best Trade you can order Extra Choice Plants and sell 3 for 50c.

Aquatic Plants for Aquariums and Pools

WE list here a few specially choice plants of interesting habits, foliage and blossoms which add great natural charm to any water garden. Every natural body of water supports quantities of plants in its shallower flats or along its banks. So to duplicate this effect one should plant some of the following in a shallow part of the pool, in the "ledge" (see page 12) or in large flower pots, boxes, buckets, tubs, etc., properly submerged.

There is a year-round demand for choice plants for Aquariums. We specialize in the commercial varieties of plants suitable to pools and Aquariums and can supply the standard varieties the year 'round as they are in season. If the plants are available you can get them here.

Many of our customers have found that they can make much larger plant sales than they thought possible just by never running out of plants. Goldfish and plant life go together in Nature, therefore to keep fish healthy, **PLANT LIFE MUST BE FURNISHED WHEREVER FISH ARE KEPT.**

WATER POPPY—Plant like a water lily and this dainty little aquatic will soon send out runners floating on the surface and bearing yellow flowers very like in size and shape to the California poppies.

\$1.00 dozen, \$7.00 per 100.

WATER SNOWFLAKE—This floating aquatic has leaves like a lily. When detached the leaf will send down roots in shallow water and develop into a new plant. It produces dainty white flowers an inch in diameter, and the resemblance to a giant snowflake is striking.

\$10.00 per 100.

PORCUPINE GRASS—Plant at edge of pool in moist ground or slightly submerged. It has tall quill-like stems. Quite suited for corners or center grouping and easily grown in clumps.

\$5.00 per 100.

CATTAIL—An old familiar plant and still a favorite for pool planting. Shallow water and plenty of rich soil will grow these graceful leaves and spikes to 5 feet in height.

\$6.00 per 100.

INDIAN ARROWHEAD—Very distinctive leaves shaped like an arrowhead held aloft on a stem from 1 to 3 feet above water. In rich soil and shallow water the plants thrive and are quite hardy. Spikes of snow-white flowers with close yellow stamens add to its attraction.

75c dozen, \$5.00 per 100.

GIANT INDIAN ARROWHEAD—Similar to arrowhead but this is a Giant plant, large specimens have a spread of three feet, with leaves three feet tall. A few of these make a very showy effect.

\$1.80 per doz, \$10.00 per 100. Retail up to 50c.

PICKEREL PLANT—An attractive marsh plant with frequent spikes of pleasing purple flowers. Plant in shallow water and it will grow luxuriantly and bloom all summer. Leaves are heart shaped—about 1 to 2 feet tall.

\$1.00 doz, \$6.00 per 100.

WATER IRIS—A native Southern Bog Plant growing in swampy places with beautiful purple Iris flower. Should be planted in moist places near the pool.

\$1.00 doz, \$6.00 per 100.

SOUTHERN SPATTERDOCK—This is a splendid large leaved underwater plant suitable for larger aquariums and for pools. The leaves give off oxygen to the water and grow up to 18 inches or more in an aquarium.

\$1.00 per doz, \$7.00 per 100. Retail 25c up.

CANNA FLACIDDA—An aquatic canna which grows about two feet tall and produces yellow flowers. It does well in shallow water.

\$1.50 per doz, \$10.00 per 100. Retail 40c.

THALIA—A very handsome and useful plant with leaves similar to cannas and tall spikes of purple flowers. It is quite hardy and does well in water not over 12" deep when planted in good soil. Its height of nearly five feet makes it well suited for corner or center decoration.

\$3.60 doz, \$25.00 per 100. Retail 75c each.

NOTE—If you don't see the plant you want listed here, write for quotation. We can supply any Commercial Aquatic grown in this country if you want it in quantities.

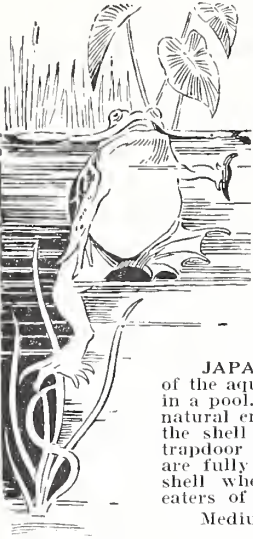
Where prices are quoted per dozen and per 100, the dozen price holds unless 50 or more of that particular item are ordered. No extra charge for packing. All small lots are F.O.B. Cincinnati. Large lots of certain items F.O.B. Northern Florida.



SOME STANDARD "LAKEVIEW" AQUATICS FOR AQUARIUMS AND POOLS

Plants shown one-sixth natural size—(See description and prices below)

- No. 1. **Sagittaria**—(The large plant is shown sideways.)—A splendid oxygenator for aquariums and pools. Has stiff, strap-like leaves, which grow under water most of the year, but plants send up tall leaves above water and a blossom in summer, during which time it is out of season, but still available at \$5.00 per 100. Steadily gaining popularity as it gets better known. Grows well in aquariums throughout the year. Fine for tropical fish, easily kept in stores. \$4.00 per 100.
- No. 2. **Parrot Feather**—A species of *Myriophyllum*, good for aquariums or pools. Leafage above and below water. In pools, plant at the edge in very shallow water, so its long runners will give beautiful coverage. Available April 15 to September 15. Must be planted at once on receipt. \$5.00 per 100.
- No. 3. **Shell Flower**—Similar to Water Hyacinths, but rarer and preferring semi-shade and moist atmosphere. Does nicely in pools in summer. Available April 15 to November 1 only. Should be placed in suitable location as soon as received. \$1.00 per dozen, \$7.00 per 100.
- No. 4. **Water Hyacinth**—"The Queen of Aquatic Plants"—Cut shows how plants multiply by runners. The largest selling pool plant in the United States, because best for gold fish to spawn on. Special low prices April to November. \$2.80 to \$5.00 per 100. (See pages 6, 7, 8.)
- No. 5. **Anacaris Gigantia**—Splendid oxygenator for aquariums, and does nicely without much light. Not available at all times. \$5.00 per 100.
- No. 6. **Ludwigia**—A very pretty plant, with well-developed leaves colored green on top, reddish underneath. Grows above and below water, and a very choice plant. Available year round. \$5.00 per 100.
- No. 7. **Myriophyllum**—The largest selling bunched plant for the winter months. Available November to June 1, and most satisfactory when in season. Our standard when Cabomba is out of season. \$5.00 per 100.
- No. 8. **Valisneria**—A grass-like plant, for aquariums. Reproduces with creeping runners, same as *Sagittaria* (No. 1). Available year round. Fine for tropical fish and all aquariums. \$3.00 per 100.
- No. 9. **Salvinia**—A miniature floating plant, with dainty, fuzzy leaves 1/4" to 1/2" in diameter. Grows on the water without soil, but likes partial shade. May to December only. 50c per pint.
- No. 10. **Cabomba**—Best known of all aquarium plants. Ours is specially fine when in season, April 15 to December 15. Available the year round, but best when in season. "Myrio" (No. 7) succeeds it as our standard winter plant, but Cabomba is the leader summer and fall. \$5.00 per 100.



Snails, Scavengers, Etc.

SNAILS and Tadpoles should be in every aquarium or pool. They are the clean-up squad and help greatly to maintain healthy conditions in the water. The snails eat algae and green scum and tadpoles eat decayed matter and surplus food. Tadpoles must be shipped in water with your Goldfish or in a separate can by express.

Where dozen prices are quoted, fifty at hundred rate. Where prices are quoted per 100 only, smaller quantities supplied at same rate. No extra charge for packing.

JAPANESE SNAILS—These are the largest of the aquarium snails and are entirely hardy in a pool. They are better able to resist their natural enemies because when they retire into the shell for protection they can close their trapdoor to all intruders. The young snails are fully formed and have their own small shell when released by the parent. Active eaters of algae and green scum.

Medium, \$2.50; Large, \$4.00 per 100.

RED RAMSHORN SNAILS—These are very active algae eaters and show up at their best in a well planted aquarium. The body and shell are coral red. They grow to be about 1 inch in diameter. Rare and desirable.

Size $\frac{3}{8}$ " to $\frac{1}{2}$ ", \$8.00 per 100. (Not always in stock.)

BLACK RAMSHORN SNAILS—These are very similar to the valuable Red Ramshorn Snails but are much more hardy and are very prolific. Good for aquariums or pools.

Size about $\frac{1}{2}$ ", \$2.00 per 100.

BABY GREEN TURTLES—These little fellows are about 2 inches in diameter and come in assorted colors.

\$1.20 per doz.; \$8.00 per 100.

JAPANESE RED-BELLIED SALAMANDERS—Harmless; attractive; same care as turtles. Back, jet black; belly, red.

\$1.20 per doz.; \$8.00 per 100. Retail 25c.

AMERICAN SALAMANDERS—A harmless native water newt. Back covered with red and black dots. Belly, yellow spotted with brown.

\$1.20 per dozen. \$8.00 per 100.

TADPOLES—These are the green frogs in the tadpole or undeveloped state. They will develop legs, lose the tail and become baby frogs during the summer. Meanwhile they are scavengers and eat decaying materials. Tads must be shipped in a can with water, but we make no extra charge for it for this purpose. \$2.00 per 100.

GREEN FROGS—A natural accessory for every outdoor pool. Like turtles the frogs need some place to rest above water, so provide a flat board or protruding rock until the lilies grow. Insects are the natural food of frogs.

Small size, 90c per doz.; Large size adults, \$1.80 per doz.

BABY ALLIGATORS—We can supply these youngsters about 7 to 8 inches long, but do not specially recommend them in small pools where young fish are present, as they are perfectly able to eat whatever they can catch in the water. They are, however, harmless to handle and will become quite a pet.

75c each.

FRESH WATER CLAMS—Size 2 to 4 inches. These fresh water mussels are in demand for pools, as they help keep the water clear by constantly straining out food particles.

\$6.00 per 100.

WEATHER FISH—A curious Japanese Scavenger resembling a tiny eel-like fish. Adults, 4 to 6 inches. They pick up sand in their mouths and clean it. Hardy, and used in Aquariums or Pools.

\$10.00 per 100.

Foods and Supplies

When Supplies are ordered with Plants or Goldfish they will be shipped same way as balance of order except that all orders for supplies weighing over 100 pounds are sent by freight. Smaller lots can be sent by Parcel Post if wanted and if additional postage is sent.

WAFER FISH FOOD

Packed in $\frac{1}{2}$ -oz. boxes to retail 5c to 10c.

Dozen..... 40c Gross.....\$4.00

DRIED SHRIMP (1 oz. net)

In attractive 3" shaker top cans, to retail 15c.

Dozen..... 70c Gross.....\$8.00

NATURAL FISH FOOD (1 $\frac{1}{4}$ oz. net)

In attractive 3" shaker top cans, to retail 15c.

Dozen..... 65c Gross.....\$7.00

TURTLE AND NEWT FOOD

In individual packages. To retail 10c to 15c ea.

Dozen..... 65c Gross.....\$7.00

THE FOLLOWING FOOD PREPARED FOR STORE OR POOL USE

NATURAL FISH FOOD

1-lb. cans, to retail \$1.00. Each, 50c; Dozen.....\$5.00

DRIED SHRIMP

1-lb. cans, to retail \$1.00. Each, 60c; Dozen.....\$6.00

TURTLE AND NEWT FOOD

In one quart cans. Will last you for months. Each.. 80c

DIPNETS

Small size Goldfish Net, 4" diam., with 12" wood handle,
per dozen\$.60
Larger size Goldfish Net, 6" diam., with 21" wood handle,
per dozen 1.80
Small size Tropical Fish Net, 3 $\frac{1}{2}$ " diam., wire handle,
per dozen60

COLORED CHIPS FOR GOLDFISH BOWLS

(Waterproof)

Packed in very attractive individual retail packages, 6 doz. packages per carton. Weight, 60 lbs.
Dozen..... 60c Gross.....\$7.00
IN BULK, per 100-lb. bag.....\$5.00

COLORED WHOLE SHELLS (Waterproof)

Packed in very attractive individual retail packages, 6 doz. packages per carton. Weight, 30 lbs.
Dozen..... 65c Gross.....\$7.50
In Bulk, per 100-lb. bag.....\$8.50

AQUARIUM CASTLES, ETC.

Selected domestic and imported designs, made of glazed clay or china.

SET No. 1—Height about 3", 6 styles, per 2-doz. carton...\$1.20
SET No. 2—Height about 4", 6 styles, per 2-doz. carton... 2.40
SET No. 3—Height about 5", 6 styles, per 1-doz. carton... 2.00
PLANT POTS—Small size, per 1 dozen..... .75

PAPER PAILS (Waterproof)

One quart size. Per 100..... 90c

Some Notes on Keeping Goldfish, Aquatic Plants, Etc. in Stores and Pools.

—By R. C. Dolle.

WATCH THE TEMPERATURE

In handling Goldfish it is important to see that the water in your tanks is the same temperature as that in our shipping can before you remove fish to put them in your tank. Goldfish keep better in water under 60 degrees than over 60 degrees.

EQUALIZING TEMPERATURE

If there is only a difference of four degrees, Goldfish can be counted out into your tank at once. If more than four degrees, but less than ten degrees, you can bring the water to same temperature by pouring off half from fish can and adding your tank water slowly to the fish can. This will equalize temperature in a few minutes time and will not hurt the fish. When our shipping can water is over 10 degrees warmer or colder than water in your tank, use the same method of equalizing temperature, but take more time to do it. If the shipping water is 20 degrees cooler than your tank water, then allow can to stand until temperatures are equalized by the room heat.

KEEP FISH OUT OF SUN

Never allow Goldfish to stand in their cans overnight, or longer than necessary, or never in direct sunlight, and never next to or on a heater unless watched carefully.

KEEPING IN TANKS

By all means equip your Goldfish storage and display tanks with running water. Goldfish can be crowded in the store tanks for weeks at a time when supplied with running water. Modern practice is to use $\frac{1}{4}$ -inch tubing perforated every few inches and run along top part of tank fastened to top frame inside (out of sight) and just a few inches above water level. Since there is more oxygen in cold water than in warm, the fish can be more crowded in cool water 40 to 50 degrees than in water 55 to 70 degrees. This is why it is best not to carry too large a stock in Summer or whenever tank water is warm.

FEEDING IN STORE

In store tanks feed your fish Natural Fish Food mostly. Get the one pound can (listed page 12). A little wafer at times is O. K. Feed daily in stores and only the amount fish will clean up in about half an hour.

AQUARIUM MANAGEMENT IN STORES

It is best not to have too many shells, pebbles, chips, ornaments, etc., in the display tanks, as food lodges in such places where fish cannot get it and will foul the water. Some aquarium plants planted so they will grow are best and only enough to give a nice effect. Use also a few snails in the tank for display principally. (See below on keeping snails.)

SIGNS OF DISTRESS

When fish huddle at bottom of tank in a ball or have small air bubbles on them, there is a surplus of oxygen and you have too much cold running water. Turn it off for a while. When fish come to the top and gasp for air there is a lack of oxygen and they need more running water. When fish swim around contentedly—slowly searching for food, nibbling plants, etc., they are comfortable and conditions O.K.

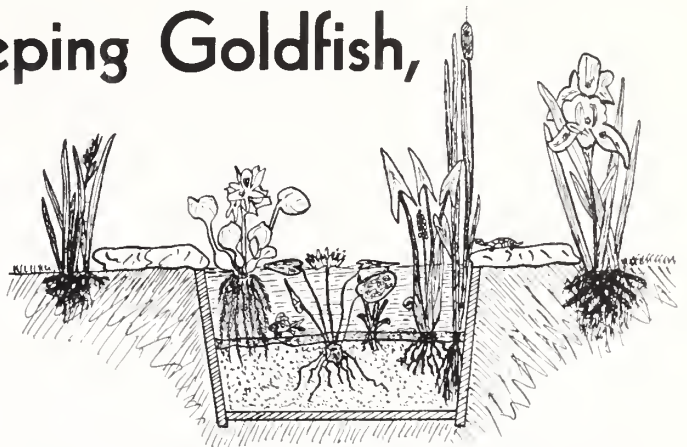
CURING GOLDFISH DISEASES

FLUKES, ITCH, ETC.

Fish having the Itch are restless and at times will be noted to rub themselves against the bottom of the tank with a quick dart to their side. In advanced stages the fish get weak, thin and a greyish cast (not fungus) appears on them—especially noticeable on black fish. This is caused by microscopic parasites in the body, fins or gills of the fish. The treatment we recommend is a good HEALTH DIP, especially in Spring when the parasites are most prevalent. Use Glacial Acetic Acid, 36% strength in the proportion of three ounces to four gallons of water. Use a deep net, allow fish to remain in the dip 60 seconds only. This treatment causes a whitish appearance to fish when removed, but they will be much improved in a day. A second dip can be given about four days later. The tank should be thoroughly washed out.

ICHTHYOPHTHIRIUS

Commonly called "Ick", is a minute parasite covering body and fins and gives the fish an appearance of having been sprinkled with salt. This can be cured by adding 4 drops of 2% mercurchrome to the gallon of water. The



A sectional drawing of a Tub Garden showing, left to right, Iris, Water Hyacinth, Goldfish, Hardy Water Lily, Oxygenating Plant, Snail, Indian Arrow Head, Cattail, Baby Turtle on rock and Iris. Such tubs at a sunny location help preserve many aquatics in stores.

treatment can be given the fish right in the stock tank, or aquarium, allowing fish to remain in tank about two days when tank should be drained and a fresh solution given them for another period of two days (no running water, so do not overcrowd). The cure will be effected much sooner if water can be held at a temperature of about 70 degrees. The disease is very contagious if not controlled.

WHITE FUNGUS

This is a common Goldfish disease often caused by sudden change in temperature which makes fish sick and susceptible to these organisms. It is contagious. The sickest fish should be thrown away. Give the others the mercurchrome treatment same as for Ichthyophthirius. Mild salt water and also Permanganate of Potash, 2 grains (by weight) per gallon, can also be used.

CONSTIPATION

Often causing swimming bladder trouble and detected by the uncontrolled action of fish, swimming in circles, on back, etc., can often be cured with a salt treatment. In a tank large enough to allow fish plenty of room to swim freely, add 1 ounce common salt or rock salt (not iodized table salt) to the gallon of water. Allow fish to remain in this solution about two days. Do not feed during treatment. (If fish come to top and gasp for air they will have to be removed sooner.)

FIN CONGESTION

Causing red streaks and blood spots on fins and tail, also a whitish slime over body scales. This will respond nicely to same treatment as above.

FISH LICE

Fish lice, while not of themselves dangerous to the life of Goldfish, annoy them considerably and in time cause sore spots which may be attacked by fungus. The only method of removing them so far found effective is to examine each fish closely and remove the lice with a small tweezer, being careful not to remove any more of the slime from the fish than necessary. (The transparent natural slime that covers all fish acts as their outer skin to protect them from disease germs, etc.) If a pool has been affected by these parasites we recommend draining it, washing off plants, etc., and removing the lice from fish by hand. After a bad case dry out the pool with sunlight for a few days.

SWIMMING BLADDER TROUBLE

This is caused by uneven inflation of the two little balloons that act as swimming bladders and normally keep the fish on an even keel. When there is trouble here the fish lies on the bottom of tank or will swim on one side at top. There is nothing known to cure this as it is entirely organic.

DISINFECTING AQUARIUMS

To disinfect a diseased aquarium or as a precaution after regular cleaning, use common salt on a clean rag. Then let tank dry out thoroughly for as long as you can spare it, flush out again before using and fill. A safety razor blade is fine for cleaning off scum from glass. In outside pools we recommend sunlight and thorough drying out to disinfect after trouble of any kind.

SEX IN GOLDFISH

The sex of young Goldfish is very difficult to determine. In adult fish at breeding season it is readily detected. The male has small granules (like small grains of sugar) on the gill plates and at times down the front rays of the two forward or pectoral fins. The gill plates of the female are always smooth.

SNAILS

Japanese Snails, Red Ramshorn, Black Ramshorn, etc., should be kept in their own tank with a number of Sagittaria

Notes on Keeping Goldfish, Etc.—Continued

Plants planted in 2" sand on the bottom. Feed snails on lettuce leaves, bits of cooked stiff oatmeal, wafer fish food anchored to bottom, and at times a piece of dead fish. Also a few decayed water plants at times. Keep a piece of Plaster of Paris in the tank to keep their shells healthy. No running water needed, only keep up the evaporation. Only enough light to keep the plants alive is needed.

TURTLES AND NEWTS

Keep baby turtles where they can crawl out of the water. Customers should keep in a separate bowl from fish, but in outdoor pools due to much larger size they can be kept together. Feed special Turtle and Newt food. Same care for newts, but they like to swim more than turtles. Newts will eat live earthworms.

WATER LILIES AND PLANTS

Water lilies should be planted in soil as soon as received from us. Never allow them to become dry. Keep in water or wet sphagnum moss until planted as suggested below.

All aquatic plants should have their leaves sprinkled at times, as they like moisture above water, too. NEVER ALLOW ANY AQUATIC PLANT TO DRY OUT.

KEEPING WATER PLANTS IN STORES

In stores the surplus stock of Water Lilies, Lotus and shallow water plants such as Cat Tail, Pickerel Rush, etc., can be kept in a well-seasoned water-tight old tub or in any water-tight container (preferably not a new galvanized vessel) about 12" deep and of 2 to 4 square feet surface area.

The usual practice in storing such plants in these containers is to place about 4 inches of rich loamy soil in the bottom, then plant the lilies, lotus, etc., in rows, with tubers only a few inches apart. (Thin boards can be used to make separators for different varieties, or tag each plant.) Odorata type lilies and the lotus tubers must be planted on their side as they grow horizontally, not vertically—but turn the growing sprouts to the top and be careful not to break them off. Types like Mexicana and Chromatella are planted same as any other bulb with sprouts and roots.

After carefully placing all the plants, cover with half an inch of soil, then lay small flat stones over the Odorata type and lotus to keep them from floating up to the top when water is added and until their roots take hold. Now sprinkle half an inch of coarse sand over whole area and then add the water carefully so as the whole area is covered with about three inches of water. (The sand is used simply to keep the water clean and where fish are present 1" is used.)

If these Aquatics are handled as suggested above and the container placed where it gets light—plenty of light—and so the water will be 60 to 70 degrees—the plants will begin to grow and can be safely kept crowded until sold in three to four weeks. As they grow you can add a few more inches of water up to five or six inches over sand and just fill in the evaporation; don't change the water, but keep scum removed.

A dead lotus tuber or Odorata tuber shows no signs of small sprouts and will smell quite offensive. Hence do not sell such a plant.

UNDER WATER PLANTS

Under Water Plants, such as Anacharis, Cabomba, Sagittaria, Myriophyllum, Valisneria, etc., keep O.K. in a store if in running water and not too crowded. (A light drip, merely to keep water fresh, is all that is needed.)

Electric light, in general, helps out a lot where plants get no light. Plants in many dealers' tanks of Tropical fish are kept growing by artificial light only.

YOUR OWN HOME POOL

Many dealers find they can very profitably keep their surplus Aquatics at home in an outside pool during May and June and the Summer months and take small lots to the store as needed. This allows all plants to grow nicely.

Nurserymen should have a display pool at their grounds. Aphis, etc., can be killed with a spray gun in the store, but do not use too much spray if fish are present. Wash off with a hose in pools where there are plenty of fish and they will eat them.

WATER HYACINTHS

Water Hyacinths are floating Aquatics. They have an enormous root system, but only the tips should touch soil. Hence do not plant them in the soil (see page 8.) In your store no soil is needed for several weeks. Let them float in water only, but order in smaller lots say 50 or 100 at a time so as to keep them fresh. Don't order over 10 days' supply unless you can keep them outside in a suitable place in May and June.

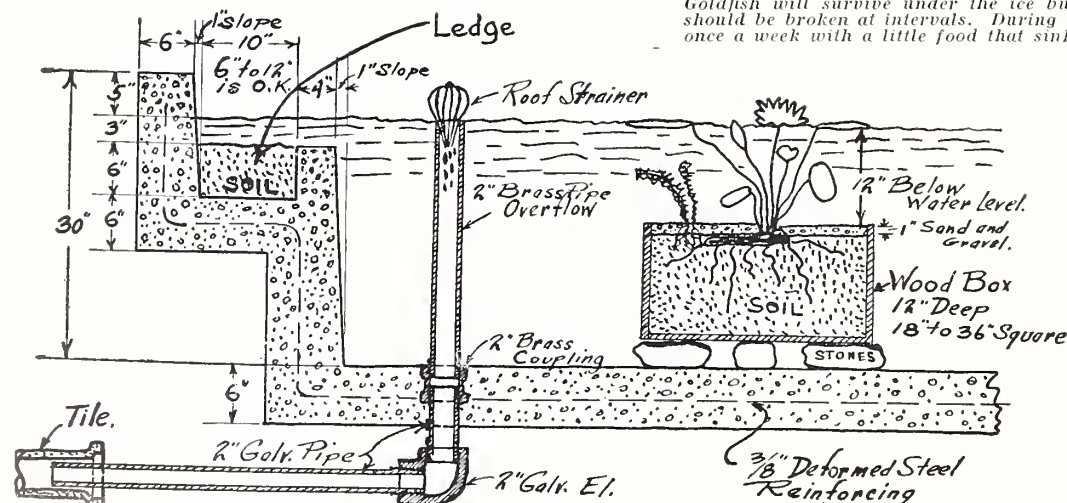
If any Water Hyacinths develop yellow leaves from standing too long in poor light indoors, break off the yellow leaf or trim with scissors to restore the fresh appearance of plant. If the last few plants are wilted, you can sell at half price to clean up, and you can assure purchaser that they will revive and produce healthy plants if planted outside as per circulars.

Planting and Culture of Hardy Aquatics in Pools

First remember—and have your customers remember—never allow aquatic plants to become dry. Use a good, rich, loamy soil and it is better to use no fertilizer if the soil is good, than to use too much. Well rotted cow manure used sparingly in the lily boxes and kept away from the roots will help. Water Lily soil should be changed every two or three years. Bone meal and blood meal can be used to stimulate growth, but it takes sunshine to produce flowers.

Water Lilies marked "prolific growers" or "vigorous plants" can use from two to four cubic feet of good soil per plant. If you give them less they will bloom and leaf in a smaller way, but the smaller types are best for smaller spaces.

Most Water Lilies do best if started in shallow water (3 to 5") until they begin to leaf nicely. Then raise the water level or lower the boxes so they have 8 to 12" in Summer. Any Hardy Lily or Hardy aquatic will survive the Winter if ice and frost do not get at their roots. Hence for Winter, lower lily boxes under ice level or protect pools with boards. Goldfish will survive under the ice but if it freezes hard it should be broken at intervals. During Winter, fish can be fed once a week with a little food that sinks to the bottom.



This sectional drawing shows the construction of a well-made reinforced concrete pool for lilies and Goldfish. The Ledge can be constructed on one or more sides of the pool, depending on effect desired. It is built to accommodate the floating plants (Water Hyacinths etc.) and the shallow water plants (Cattail, Pickerel Rush, Water Cana, etc.). Where no ledge is provided, soil boxes, buckets, etc., properly arranged, will give a good effect.

NOTE: Much of the information we give herein has never before been published in a grower's catalogue for the dealer trade. We believe you will be able to profit by these suggestions and we think you will approve of our efforts to be of actual help in handling aquatic products. We will at all times appreciate your comments or criticisms.—R.C. DOLLE.

SHIPPING METHODS, TERMS, ETC.

SHIPMENTS OF GOLDFISH

All shipments of Goldfish are made by **Express Collect** and cannot be made any other way. We use specially designed shipping cans holding four to ten gallons of water, the larger cans being used for larger orders. Charges for transportation are to be paid to the expressman upon delivery and will average around 10 per cent of the value of fish, depending on distance. Our fish are in vigorous healthy condition when shipped and **there is very little loss in transit**. Should any sizable loss occur it will be necessary to get the expressman to give you a "Received in Bad Order" slip and send it, together with the shipping tag showing how water was changed en route, and communicate full details to us at once. **WE GUARANTEE 100% LIVE DELIVERY OF ALL GOLDFISH EXCEPT IN JUNE, JULY AND AUGUST (SEE REAR COVER).**

We ship from 50 extra large fish to 400 small fish to a standard can, weight 80 lbs. For smaller orders, we use smaller cans, weight 20, 30 or 50 lbs., according to order. This makes an appreciable saving in Express Charges.

Our cans bear two seals, stamped with our initials, "L. V. P.—J. A. B." See that they are unbroken when fish are delivered. Also see notation on tags as to how water was changed en route. Keep tags for evidence if claim is to be filed. If loss occurs during the nine months we guarantee 100% live delivery, send them to us together with the signed "Received in Bad Order Slip" from the Express Driver.

RETURN OF CANS

Orders for Goldfish amounting to less than \$3.00 must carry an additional remittance of 40c for small can which may then be kept. On all orders over \$3.00 we make no charge for shipping cans used, which remain our property and must be promptly returned. These special cans represent a considerable investment and we rely on you to return them promptly. No new tag is needed—only change the "to" and "from" and give it back to the expressman. Return charges by **prepaid express** are only 20c per can from any point in the United States and are to be paid by you. You will find a few extra fish in each can which are put in to repay you for this charge.

SHIPMENT OF PLANTS

Whenever Goldfish are included in your order, the plants will go forward in the same shipment by Express. We prefer to ship all orders by **Express Collect**, but when plants are ordered without any fish or sent at a later date we can ship by Parcel Post if specially requested. If so, add 10 per cent of the amount of your plant order to cover the charge for postage and special packing.

CANADIAN ORDERS

Canadian customers must write to the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, for permission to import Water Plants or Goldfish. This permission will be readily given, as it is a matter of form in this class. Also be sure to send us the number of your permit so we may put it on your package for prompt inspection at the border.

REMITTANCES, ETC.

All orders must be paid for in full before shipment can be made, unless you have an open account with us or wish your order sent C. O. D. Personal checks will be accepted and should be made payable to **THE LAKEVIEW PONDS**. We will make prompt shipments of all orders, except that no Tropical Lilies will be sent until outside weather conditions permit safe planting, about June 1.

Because of the seasonal characteristics of the plants and fish we sell, and because all the finer specimens are available only in limited quantities which take many months or even years to produce, **we suggest that you order early in Spring** to be sure of getting everything you want. Orders for Goldfish, Aquarium Plants and Lotus can be shipped early in April, but some plants are not ready until May and Tropical Lilies not until June.

We will greatly appreciate your business, and attend to all orders promptly, but as a dealer, may we ask that your minimum order never be less than \$3.00?

GUARANTEE ON PLANTS

We **GUARANTEE** to ship you best quality plants and to have them arrive in good condition. If you are not satisfied with any of our Aquatic Plants or Water Lilies, return them **Express Collect** to Mt. Airy, Cincinnati, Ohio, same day as received, and we will return your money in full, including any express charges paid by you. Should the damage have been caused by improper handling by the Express Company, hold shipment, get signed "Received in Bad Order" slip from the expressman and advise us full details at once. We try to ship all plants true to name. In case of error we will adjust our mistake, but we will not be responsible for more than the amount paid us for item proven untrue, nor can we guarantee growth of plants after they are received by customers, since we no longer have control of such conditions as light, soil, water and general care.

GUARANTEE ON GOLDFISH—(See Rear Cover)

TERMS

CASH WITH ORDER, unless you have established a satisfactory credit with us.

Fortieth Anniversary Year

1892--1932

NOW!!!
100% LIVE DELIVERY GUARANTEED

*On all shipments of Goldfish
Except in June, July and August*

Also Four Extra Fish will be included for every 100 you buy. Think of now being able to buy Fancy Goldfish of the best quality without assuming any risk for loss in transit. Nor are you paying one cent more for this privilege. As a matter of fact, all our grades of Goldfish are larger, size for size, than at any other time in our 40 years of business.

We have a fine large crop of Fancy Goldfish and we are making this step to show our dealers that we will do our share to assure a satisfactory profit on every purchase made from us.

ORDER NOW—There's a good demand for choice Goldfish at the right prices. The risk is removed and you will be well pleased with every purchase or we want to know why not!

THE LAKEVIEW PONDS,
R. C. DOLLE, *Proprietor*.

P. S. In case any fish are dead on arrival, it will be necessary to get a "Received in Bad Order" slip from the Railway Express Company. All drivers carry these slips, hence examine cans and if more than four fish per 100 are dead you can fill out the form. We will replace the dead fish on your next order, and if any claim is filed with the Express Co. it will be done by us, you will not be bothered at all. Also, mail us the shipping tag on fish can which should show when water was changed en route. Please do not deduct losses from invoices, but allow us to send extra fish with your next order.

*"Buy with assurance from
America's Oldest Fancy Goldfish Farm"*

THE LAKEVIEW PONDS

R. C. DOLLE, *Proprietor*

WHOLESALE GROWERS OF AQUATIC PLANTS AND GOLDFISH

Main Entrance—W. S. Colerain Avenue, Just North of Kirby Road

OHIO U. S. ROUTE 27

MT. AIRY, CINCINNATI, OHIO